INTEGRA
Government Services International, LLC

DATE: November 7, 2011

TO: Joe Duncan, USAID COTR

FROM: Robert Otto, President, INTEGRA LLC

CC: Eric White, INTEGRA

SUBJECT: Work Plan for GBI Task Order Number AID-CIO-TO-10-00002,
               submitted on occasion of Task Order Modification 03

This work plan, submitted on the occasion of the award of an additional $1million dollars under the subject task order (the "plus-up"), updates and replaces the work plan submitted upon the original award (dated October 6th, 2010). In addition to outlining the work to be accomplished under the "plus-up," it also reflects the deliverables that were required under the earlier version of the work plan (many of which are already complete). As such it is comprehensive of the entire task order. The work will be divided into three tasks, discussed in turn below: Marketing/outreach, analysis/reporting, and technical assistance.

1. Engage in Marketing and Outreach on behalf of GBI

Marketing of GBI is a continuing process, which began on October 18th 2010 and will conclude with the expiration of the task order in September of 2012. Our engagement strategy will consist of the following components.

- Redefine existing strategy for reaching out to regional and central bureaus, as well as to Missions, to raise awareness of GBI and create demand for buy-ins. **Due 12/1/11**

- Conduct meetings with and give presentations to bureaus and Missions, to include EGAT, DCHA, Global Health, BFS, S&T, and Regional Bureaus, among others. Seek out referrals to Missions from these Washington-based meetings. Among Missions, develop a list of target missions where INTEGRA/GBI has had previous contact and that are judged to be open to working with GBI.

- Host a series of brownbag seminars on ICT4D topics likely to be of interest to USAID personnel in a way that they come away from the discussion having also learned about the program. The "GBI Seminar Series" began in the summer of 2011 and will continue through the duration of this task order. This seminar series will be co-hosted alongside NetHope.

- Develop a series of one and two page fliers for distribution at face-to-face meetings with missions and bureaus, as well as at large conferences. This will be a continuously updated deliverable.

- Build and maintain the GBI web portal (www.gbiportal.net). The portal was launched in **March 2010**, and now the work to be done includes continuous population with ICT4D related news and analysis, largely through a team of GBI interns, who make daily contributions to the site.

2. Desktop Analysis and Reports

- INTEGRA will research and publish a report on low-cost/low-power (LCLP) technologies suitable for extending mobile and broadband coverage into rural areas, to include a deployment exercise. The report will catalogue the set of emerging LCLP solutions currently being piloted and deployed by equipment manufacturers. It will build and present a case for investing in these technologies, and will support the rollout of a set of LCLP base stations by cooperating mobile network operators. **Report and deployment due 9/30/2012**

- INTEGRA will engage in research and analysis aimed at effectively targeting the technical assistance to be delivered under task three of this work plan. Specifically, INTEGRA will update the list of 10 countries (2 in each region) as targets for ICT assessments, as well as the list of 6 countries for USAF technical assistance that was produced in October 2010. This will be accomplished by:
  - Reviewing prior USAF support and ICT assessment work for information such as:
    - Where it was done.
    - How long ago it was done
    - The depth of the assessment
  - Reviewing status of USAF development according to the I-IV scale developed previously under this task order, and employ that "Criteria for selecting Countries for USAF Assistance" developed under Task Order 1 of this IQC.
  - From the above review, identifying gaps in the coverage of previous USAF work and ICT assessments, and see where these align with countries that are assessed to be good candidates for USAF assistance.
  - Once gaps are identified, coordinate with GBI program office and Net Hope to identify missions that are potentially interested in the work.
  Both lists, for USAF and ICT assessments, are due 1/15/12

- Updating of the ICT-Assessment methodology was completed in **March, 2010.** This involved reviewing the previous methodology to identify gaps, presenting findings, recommending changes to the methodology that could fill the identified gaps, and remaining cognizant of the need for missions to play a larger role in identifying gaps.

- INTEGRA will conduct ICT Assessments in 5 countries. This includes two funded under the initial round of funding and three covered under the "plus-up." **The Assessments will be completed by 9/2012.**

3. Provide Technical Assistance:
INTEGRA will provide technical assistance to 3 USAFs outside of Sub-Saharan Africa, work with missions and host country governments to support the development of at least one national ICT and/or broadband strategy, and support the establishment of a Local ICT Developer network. Additionally, INTEGRA will participate in relevant ICT-related seminars and conduct training for USAID personnel.

- These technical assistance projects will be accomplished **by the end of September 2012.**
- They will be initiated once Missions have been engaged and buy-in has been sought.
- In the case of USAFs and ICT Assessments, this will begin after January 15th, 2012, when the countries to receive TA are identified.